INDUS DESIGN SCHOOL

GRAPHIC DESIGN - Semester III

<table>
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TEACHING & EXAMINATION SCHEME</td></tr>
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Subject: **Sketching**								
Program: **B.Des**				Subject Code: **CDGD0301**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
00	**00**	**04**	**02**	**-**	**40**	**60**	**-**	**100**

COURSE OBJECTIVES
- Learn the techniques of fine pencil drawing to explore different fine art subjects such as animals, birds, flowers, insects, still life, objects, scenery, etc.
- Explore the use of pencil and various tools to create textures for different subjects.

COURSE   CONTENT
- Introduction to Drawing
- The tools artists use to draw
- Value & Shading
- Textures and How to Create Them
- Drawing a Still Life

Reference Books:
- Anatomy and Drawing by Victor Perard
- Successful Drawing by Andrew Loomis
- Drawing People by Barbara Bradley

Subject: **Letter Design**								
Program: **B.Des**				Subject Code: **CDGD0302**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	**00**	**02**	**03**	**-**	**40**	**60**	**-**	**100**

COURSE OBJECTIVES
- Covers beginning practical and creative uses of calligraphy, lettering principles, techniques and functions.
- Includes the traditions and historical development of letters with a focus on the Italic script.

COURSE CONTENT
- Alphabet & letter-forms-Evolution
- Type Family Type
- Anatomy & Principal
- Stroke angle, weight & contrast

● Type Design

Reference Books:
- The Elements of Typographic Style by Robert Bringhurst
- Calligraphy & Letter Design by Arthur
- Letter Design in the Graphic Arts by Mortimer Leach

Subject: **Typography**								
Program: **B.Des**				Subject Code: **CDGD0303**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	00	02	03	-	40	60	-	100

COURSE OBJECTIVES
● Develop a keen sensitivity to the aesthetics of typography.
● Articulate the history and antecedents of typography and written language through time.
● Identify letterform anatomy, and choose & mix typefaces effectively.
● Gain technical skills for type compositions with a strong narrative.

COURSE   CONTENT
● Basic of Typography
● History of Typography- the layout & composition techniques
● Form & Functions of Typography
● Letter Spacing in Typography
● Practicing Hand Lettering

Reference Books:
- The Elements of Typographic Style by Robert Bringhurst
-Why Fonts Matter by Sarah Hyndman
-Thinking with Type by Ellen Lupton

Subject: **Presentation Techniques**								
Program: **B.Des**				Subject Code: **CDGD0304**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- To provide participants with the practical skills and knowledge necessary to express themselves clearly, with confidence and power, in a variety of speaking situations.
- Students will be taught presentation techniques; how to plan and structure an effective presentation; how to develop ideas; effective delivery methods; and how to overcome anxiety, fear and nervousness when making a presentation

COURSE   CONTENT
- Introduction to Communication
- Verbal & Non-Verbal Communication & 3 Ps
- Presentation Techniques
- Space Dynamics
- Writing Skills Ms.Office (Words & Powerpoint)

Reference Books:
- Presenting to Win by Jerry Weissman
-Storytelling with Data by Cole Nussbaumer Knaflic
-The 3-Minute Rule by Brant Pinvidic

Subject: **Graphic Software Study-I (Photoshop)**								
Program: **B.Des**				Subject Code: **CDGD0305**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
00	00	02	01	-	40	60	-	100

COURSE OBJECTIVES
- Photoshop is Adobe's photo editing, image creation and graphic design software.
- The software provides many image editing features for raster (pixel-based) images as well as vector graphics.
- It uses a layer-based editing system that enables image creation and altering with multiple overlays that support transparency.

COURSE   CONTENT
- Introduction to PS
- Working with Images & Tools
- Layer, Resizing & Cropping Images
- Painting, Retouching, Color Correction, Special Effects
- Exporting Work

Reference Books:
-

Subject: **Graphic Software Study-II (Illustrator)**

Program: **B.Des**				Subject Code: **CDGD0306**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
00	00	02	01	-	40	60	-	100

COURSE OBJECTIVES
- Upon successful completion of this course, you will be able to use Adobe Illustrator to create illustrations that include graphics and text.
- You will: Identify the components and capabilities of Illustrator

COURSE   CONTENT
- Introduction to Adobe Illustrator
- Working With Documents
- Working with Tools
- Isometric Illustration in Illustrator
- Workspace

Reference Books:
-

Subject: **Basics of Graphic Design**								
Program: **B.Des**				Subject Code: **CDGD0307**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
04	00	02	05	-	40	60	-	100

COURSE OBJECTIVES
- To familiarize the student with basic principles and fundamentals in visual art and design.
- To introduce terminology necessary to communicate concepts and theory in art and design.
- Create computer-based projects using Adobe Photoshop and Illustrator software programs

COURSE CONTENT
- Elements of Graphic Design
- Principles of Graphic Design
- Moodboard magic
- Design to communicate

- Color combos

Reference Books:
- Graphic design Book by Ellen Lupton
-The Graphic Design Idea Book Book by Gail Anderson and Steven Heller

Subject: **Color Psychology**								
Program: **B.Des**				Subject Code: **CDGD0308**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	00	02	03	-	40	60	-	100

COURSE OBJECTIVES
- Color psychology is the study of colors in relation to human behavior.
- It aims to determine how color affects our day to day decisions such as the items we buy.
- Color meanings can have an impact on why we prefer certain colors over others.

COURSE CONTENT
- Addictive & Subtracting
- Color Interaction of Color & Relativity
- Color in Art & Design Psychological
- Perception of Color
- Color Reacts (Psychological)

Reference Books:
- Color psychology and color therapy Book by Faber Birren
-Interaction of color Book by Josef Albers

Subject: **Elective -I (Photography-1)**								
Program: **B.Des**				Subject Code: **CDGD0309**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES

- To teach students basic photography knowledge of camera use and composition.
- Choose several well-known images from the past and have students name the event those images may be portraying.
- As groups, ask students to tell what they like or dislike about each photo.

COURSE CONTENT
- Camera Basics
- Operating a Camera
- Exposure, Aperture & Shutter Speeds
- Depth of Field & Lighting
- Steady Shooting

Reference Books:
- Understanding Exposure By Bryan Peterson
-Complete Guide to Photography

Subject: **Project-I**								
Program: **B.Des**				Subject Code: **CDGD0310**			Semester: **III**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Demonstrate ability to identify, analyze, and solve graphic design problems.
- Demonstrate mastery of design tools, techniques, and concepts in graphic design.
- Demonstrate an understanding of the aesthetics of form development and of the history and current state of design.

COURSE CONTENT
- Every semester, the project will alter based on the overall course assessment.
- The final result will be a mash-up of all of the topics we've covered thus far.

Reference Books:

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INDUS DESIGN SCHOOL

GRAPHIC DESIGN - Semester IV

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TEACHING & EXAMINATION SCHEME</td></tr>
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<tr><td>8</td><td>CDGD0408</td><td>Logo & Branding</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
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Subject: **Sketching**									
Program: **B.Des**				Subject Code: **CDGD0401**				Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**					
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**	
00	00	04	02	-	40	60	-	100	

COURSE OBJECTIVES
- To establish the relationship between visual events (points at which objects intersect each other) use the principle of triangulation.
- Obvious examples of triangulation can be seen in the technique of map making.
- A combination of triangulation and measurement (with the pencil held vertically and at a constant distance from the eye) will enable cross-checking of the exact position of visual events.
- The recognition of the character, or characteristic form, of different triangles can easily be cultivated.

COURSE   CONTENT
- Free Hand Drawing
- Free Hand Drawing
- Study of Medium & Techniques of Painting
- Portrait study :- (Monochrome)
- Landscape :- (Spot painting.)

Reference Books:
- Drawing on the Right Side of the Brain by Betty Edwards
-Anatomy and Drawing by Victor Perard
-Step-By-Step Drawing Book by Fiona Watt

Subject: **Design Process & Research Methodology**									
Program: **B.Des**				Subject Code: **CDGD0402**				Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**					
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**	
02	00	02	03	-	40	60	-	100	

COURSE OBJECTIVES
- To familiarize students with design thinking concepts and principles.
- To ensure students can practice the methods, processes and tools of design thinking.

- To ensure students can apply the design thinking approach and have the ability to model real world situations.
- To enable students to analyse primary and secondary research in the introduction to design thinking

COURSE CONTENT
- Examine Design Thinking concepts and principles
- Practice the methods, processes, and tools of Design Thinking
- Apply the Design Thinking approach and model to real world situations
- Analyze the role of primary and secondary research in the discovery stage of Design Thinking
- Gestalt Perception

Reference Books:
- The Design Process 2015 Edition by Karl Aspelund.

Subject: **Publication Design**								
Program: **B.Des**				Subject Code: **CDGD0403**			Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)- Theory**	**Continuous Internal Evaluation (CIE)- Practical**	**Total**
03	00	02	04	-	40	60	-	100

COURSE OBJECTIVES
- To familiarize the student with basic principles and fundamentals in visual art and design.
- To develop basic skills using tools and theory used in the design process.
- To understand the creative process, develop techniques and methods of creative problem solving.

COURSE   CONTENT
- Basic of Publication Design
- Zine Design
- Magazine Design
- Basics of Tri-Fold
- Brochure Newspapers

Reference Books:
- Grid Systems in Graphic Design by Josef Müller
- Thinking with Type Book by Ellen Lupton

Subject: **Visual Ergonomics**		
Program: **B.Des**	Subject Code: **CDGD0404**	Semester: **IV**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Promote basic and applied ergonomic research within the domain of visual ergonomics.
- Promote best ergonomics practice within the domain of Visual Ergonomics so that it is comfortable, safe and efficient work.
- Encourage high standards within academic and practical Visual Ergonomics education/

COURSE   CONTENT
- Introducing Ergonomics
- Discipline approach: Ergonomics/ Human factors
- Behaviour and perception
- Ergonomic design process
- Visual Issues

Reference Books:
- Visual Ergonomics in the Workplace Book by Jeffrey Anshel
-The Design of Everyday Things Book by Don Norman

Subject: **Graphic Software Study-III (Corel Draw)**		
Program: **B.Des**	Subject Code: **CDGD0405**	Semester: **IV**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
02	00	02	01	-	40	60	-	100

COURSE OBJECTIVES
- Corel Draw is Corel Corporation editing, vector image creation and graphic design software.
- Corel Draw is vector-based designing software used to create logos, flexes, brochures, invitation cards, and any kind of vector designing based on the lining

COURSE   CONTENT
- Basics of Corel Draw

- Coral Draw Tools
- Drawing
- Bitmap and Vector Effects
- Printing Files

Reference Books:
-

Subject: **Graphic Software Study-IV (In-Design)**								
Program: **B.Des**				Subject Code: **CDGD0406**			Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	00	02	01	-	40	60	-	100

COURSE OBJECTIVES
- InDesign is the best choice to design and publish multipage documents containing text, vector artwork, and images.
- Use precise grids and guides to position page elements and create polished layouts.
- Take advantage of professional typesetting features to format text consistently across pages, chapters, and publications.

COURSE   CONTENT
- Basics of In-Design
- In-Design Tools
- Drawing
- Clickable PDF
- Publication Files

Reference Books:
-

Subject: **History**								
Program: **B.Des**				Subject Code: **CDGD0407**			Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Graphic design is the profession and academic discipline whose activity consists in projecting visual communications intended to transmit specific messages to social groups, with specific objectives.
- Graphic design proper really began after the invention of the printing press in 1440, but the roots of visual communication stretch all the way back to caveman times.

COURSE CONTENT
- Cave paintings
- Chinese printing
- Storefronts
- First logos & Gutenberg Press
- Chromolithography

Reference Books:
- A History of Graphic Design Book by Alston Purvis
-Graphic Design History Book by Johanna Drucker

Subject: **Logo & Branding**								
Program: **B.Des**				Subject Code: **CDGD0408**			Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Logos are intended to be the face of a company. They're meant to visually communicate the unique identity of the brand and what it represents.
- Brand helps to promote products, to build image, personality and to develop brand loyalty.
- Brand helps to differentiate a firm's products from competitors' products. This makes customers feel easy to recognize products of genuine producers.

COURSE CONTENT
- Cave paintings
- The invention of Printing
- Visual concept for a Logo Design
- Logo Sketches
- Design a Logo

Reference Books:
- Logotype Book by Michael Evamy
-Brand Thinking Book by Debbie Millman

Subject: **Elective-II (Stop Motion)**								
Program: **B.Des**				Subject Code: **CDGD0409**			Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Stop motion animation is an animation technique to make a physically manipulated object appear to be moving on its own.
- Students can give life to inanimate objects and make them speak, play or perform movements as per our creativity and imagination.

COURSE CONTENT
- Introduction, Paper & Sound
- Clay & Strata-Cut
- Pixilation
- Rigging and Decorating Puppets, Building Props
- Special Effects

Reference Books:
- Stop Motion: Craft Skills for Model Animation Book by Susannah Shaw
-The Art of Stop-motion Animation Book by Ken A. Priebe

Subject: **Project-II**								
Program: **B.Des**				Subject Code: **CDGD0410**			Semester: **IV**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Demonstrate ability to identify, analyze, and solve graphic design problems.
- Demonstrate mastery of design tools, techniques, and concepts in graphic design.
- Demonstrate an understanding of the aesthetics of form development and of the history and current state of design.

COURSE CONTENT
- Every semester, the project will alter based on the overall course assessment.

● The final result will be a mash-up of all of the topics we've covered thus far.

Reference Books:
-

Subject: **Internship-I**			
Program: **B.Des**	Subject Code: **CDGD0411**		Semester: **IV**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
● The main objective of an internship is to expose students to a Design job and a profession or industry.
● Students might have an idea about what a job is like, you won't know until you actually perform it if it's what you thought it was, if you have the training and skills to do it and if it's something you like.

COURSE CONTENT
● Create and design print and digital materials.
● Adhere to brand guidelines and complete projects according to deadline.
● Retouch and manipulate images.
● Use graphic design software and work with a wide variety of media.
● Collaborate with the Creative Director and Graphic Design Manager to develop design concepts.
● Receive feedback from the Creative Director and Graphic Design Manager and make necessary changes.
● Assemble final presentation material for printing as needed

Reference Books:
-

INDUS DESIGN SCHOOL

GRAPHIC DESIGN_Semester V

SR NO	CODE	SUBJECTS	TEACHING SCHEME			CREDITS	HOURS	EXAMINATION SCHEME					
BACHELOR OF DESIGN TEACHING & EXAMINATION SCHEME													
								THEORY			PRACT		TOTAL
								CIE					
			L	T	P			MID	IE	ESE	CIE	ESE	
1	CDGD0501	Sketching	0	0	4	2	4	00	00	60	40	00	100
2	CDGD0502	Interaction Design	2	0	2	3	4	00	00	60	40	00	100
3	CDGD0503	Infographics	1	0	2	2	3	00	00	60	40	00	100
4	CDGD0504	Visual Merchandising	1	0	2	2	3	00	00	60	40	00	100
5	CDGD0505	Packaging	3	0	2	4	5	00	00	60	40	00	100
6	CDGD0506	Graphic Software Study-V (XD/AXURE)	0	0	2	1	2	00	00	60	40	00	100
7	CDGD0507	Graphic Software Study-VI (HTML/CSS)	0	0	2	1	2	00	00	60	40	00	100
8	CDGD0508	Signage Design	1	0	2	2	3	00	00	60	40	00	100
9	CDGD0509	Elective-III (Craft Documentation- Revival)	1	0	2	2	3	00	00	60	40	00	100
10	CDGD0510	Project-III	1	0	2	2	3	00	00	60	40	00	100
11	CDGD0511	**Internship-II**	1	0	2	2	3	00	00	60	40	00	100
TOTAL			*11*	*00*	*24*	*23*	*35*	*00*	*00*	*660*	*440*	*00*	*1100*

Subject: **Sketching**								
Program: **B.Des**				Subject Code: **CDGD0501**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
04	00	04	02	-	40	60	-	100

COURSE OBJECTIVES
- To establish the relationship between visual events (points at which objects intersect each other) use the principle of triangulation.
- Obvious examples of triangulation can be seen in the technique of map making.
- A combination of triangulation and measurement (with the pencil held vertically and at a constant distance from the eye) will enable cross-checking of the exact position of visual events.
- The recognition of the character, or characteristic form, of different triangles can easily be cultivated.

COURSE   CONTENT
- History of Indian painting (Primitive to Pahari Paintings)
- Poster Designing
- Life study (Full figure)
- Thematic Composition
- Art Appreciation

Reference Books:
- Drawing on the Right Side of the Brain by Betty Edwards
-Anatomy and Drawing by Victor Perard

Subject: **Interaction Design**								
Program: **B.Des**				Subject Code: **CDGD0502**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	00	02	03	-	40	60	-	100

COURSE OBJECTIVES
- Students interact with an interface to accomplish a goal or better yet, a set of goals, whether it's buying something, getting somewhere, contacting someone, and so forth.

- To enable the user to easily accomplish the task for which it is designed
- To minimise opportunities for users to make errors and, if they do make errors, can they recover easily.

COURSE CONTENT
- Examine Design Thinking concepts and principles
- Practice the methods, processes, and tools of Design Thinking
- Apply the Design Thinking approach and model to real world situations
- Analyze the role of primary and secondary research in the discovery stage of Design Thinking
- Gestalt Perception

Reference Books:
- The Design of Everyday Things Book by Don Norman
- Don't Make Me Think Book by Steve Krug

Subject: **Infographics**								
Program: **B.Des**				Subject Code: **CDGD0503**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Create an infographic that provides awareness and/or describes preventative measures related to a social problem.
- Conduct research to identify statistics, resources and other data relevant to a social problem.
- Demonstrate communication and advocacy skills by sharing and promoting one's infographic via social media.

COURSE   CONTENT
- Plan and layout an infographic
- Make a chart
- Make a map
- Make an infographic
- Circulation Methods

Reference Books:
- Eureka! An Infographic Guide to Science Book by Tom Cabot
-Taste: The Infographic Book of Food Book by Laura Rowe

Subject: **Visual Merchandising**								
Program: **B.Des**				Subject Code: **CDGD0504**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- To attract passers-by people to enter the store. To create a beautiful and positive ambiance in the store to make customers feel good by being in your store.
- To educate customers about the goods and services sold in the store.

COURSE   CONTENT
- Introduction to Visual Merchandising
- The Merchandise Mix
- Store Management in Merchandising
- Store Design and Display
- The Present and Future of Visual Merchandising

Reference Books:
- Visual Merchandising: Window and In-store Displays for Retail Book by Antony J. Morgan
-Visual Merchandising Book by Swati Bhalla

Subject: **Packaging**								
Program: **B.Des**				Subject Code: **CDGD0505**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
03	00	02	04	-	40	60	-	100

COURSE OBJECTIVES
- This course is designed to familiarize students with package design and manufacturing implications.
- The course content will consist of the design process, brand identity, marketing, sustainability and the implementation of commercial and governmental regulations.

COURSE   CONTENT
- Fundamentals of Package Design
- Packaging Product

- Types of Packaging
- Packaging Substrates
- Package Design, Layout and Production

Reference Books:
- Structural Packaging Book by Paul Jackson
-What is Packaging Design? Book by Giles Calver

Subject: **Graphic Software Study-V (XD/AXURE)**								
Program: **B.Des**				Subject Code: **CDGD0506**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
00	00	02	01	-	40	60	-	100

COURSE OBJECTIVES
- This module includes an overview of the interface, including how to use tools, panels, and how to switch between Design and Prototype modes.
- Student will learn how to create new files, set up artboards, and use UI kits, which are integrated in XD.
- Student will learn to design on a grid to efficiently adapt designs for various devices including tablets and mobile phones

COURSE   CONTENT
- Creating New Files & Designing on a Grid
- Adjusting the Layout for Tablets & Mobile Phones
- Importing & Cropping Photos
- Importing Vector Graphics, Color Swatches, Shadows, & More
- Character Styles

Reference Books:
-

Subject: **Graphic Software Study-VI (HTML/CSS)**								
Program: **B.Des**				Subject Code: **CDGD0507**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
00	00	02	01	-	40	60	-	100

COURSE OBJECTIVES

- Understand the principles of creating an effective web page, including an in-depth consideration of information architecture.
- Become familiar with graphic design principles that relate to web design and learn how to implement theories into practice.
- Develop skills in analyzing the usability of a web site.
- Understand how to plan and conduct user research related to web usability.

COURSE CONTENT

- Web Programming Introduction
- HTML-Introduction
- HTML-Basic Formatting Tags
- HTML-Grouping Using Div Span
- HTML-Lists, Images, Hyperlinks, Table

Reference Books:

- HTML & CSS: Design and Build Websites Book by Jon Duckett
-Responsive Web Design Book by Ethan Marcotte

<table>
<tr><td colspan="9">Subject: Signage Design</td></tr>
<tr><td colspan="3">Program: B.Des</td><td colspan="4">Subject Code: CDGD0508</td><td colspan="2">Semester: V</td></tr>
<tr><td colspan="9"></td></tr>
<tr><td colspan="4">Teaching Scheme</td><td colspan="4">Examination Evaluation Scheme</td><td></td></tr>
<tr><td>Lecture</td><td>Tutorial</td><td>Practical</td><td>Credits</td><td>University Theory Examination</td><td>University Practical Examination</td><td>Continuous Internal Evaluation (CIE)-Theory</td><td>Continuous Internal Evaluation (CIE)-Practical</td><td>Total</td></tr>
<tr><td>01</td><td>00</td><td>02</td><td>02</td><td>-</td><td>40</td><td>60</td><td>-</td><td>100</td></tr>
</table>

COURSE OBJECTIVES

- This course will be helpful for Communication Designer who want to integrate information design and wayfinding strategy into a building, an outdoor space or an exhibition.
- Wayfinding and signage greatly impacts how people engage with and experience indoor and outdoor spaces, and is important for architects, designers, and event organisers when planning projects.
- This module will teach students to plan and create signage and information design that allows a user the best experiences of outdoor events, buildings and exhibitions.

COURSE CONTENT

- Marketing & Branding Strategy
- Brand Equity
- Branding and Ethics
- Internet and Social Media Branding
- Graphic design in branding

Reference Books:

- Signage Design Manual Book by Edo Smitshuijzen

- The wayfinding handbook Book by David Gibson

Subject: **Elective-III (Craft Documentation- Revival)**								
Program: **B.Des**				Subject Code: **CDGD0509**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- To impart an all rounded and holistic education that equips the Indian youth of today to face challenges of a global and rapidly changing world, while preserving their own cultural assets, traditions and values this new subject area will be introduced for senior secondary level in schools
- This module is very crucial as it focuses on trans-disciplinary research, emphasizing on the role of Craft & Technology in the discipline of Design.

COURSE CONTENT
- Philosophy and aesthetics
- Materials, processes and techniques
- Environment and resource management
- Social structures,
- Economy and marketing

Reference Books:
- The Art and Craft of the Artisan Revival Book by Aaron Knoll
- Crafts Atlas of India Book by Jaya Jaitly

Subject: **Project-III**								
Program: **B.Des**				Subject Code: **CDGD0510**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Demonstrate ability to identify, analyze, and solve graphic design problems.
- Demonstrate mastery of design tools, techniques, and concepts in graphic design.

- Demonstrate an understanding of the aesthetics of form development and of the history and current state of design.

COURSE CONTENT
- Every semester, the project will alter based on the overall course assessment.
- The final result will be a mash-up of all of the topics we've covered thus far.

Reference Books:
-

Subject: **Internship-II**								
Program: **B.Des**				Subject Code: **CDGD0511**			Semester: **V**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- The main objective of an internship is to expose students to a Design job and a profession or industry.
- Students might have an idea about what a job is like, you won't know until you actually perform it if it's what you thought it was, if you have the training and skills to do it and if it's something you like.

COURSE CONTENT
- Create and design print and digital materials.
- Adhere to brand guidelines and complete projects according to deadline.
- Retouch and manipulate images.
- Use graphic design software and work with a wide variety of media.
- Collaborate with the Creative Director and Graphic Design Manager to develop design concepts.
- Receive feedback from the Creative Director and Graphic Design Manager and make necessary changes.
- Assemble final presentation material for printing as needed

Reference Books:
-

INDUS DESIGN SCHOOL

GRAPHIC DESIGN_Semester VI

<table>
<tr><td colspan="15">BACHELOR OF DESIGN
TEACHING & EXAMINATION SCHEME</td></tr>
<tr><td rowspan="5">SR NO</td><td rowspan="5">CODE</td><td rowspan="5">SUBJECTS</td><td colspan="3">TEACHING SCHEME</td><td rowspan="4">CREDITS</td><td rowspan="4">HOURS</td><td colspan="5">EXAMINATION SCHEME</td></tr>
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<tr><td colspan="2">CIE</td><td rowspan="3"></td><td rowspan="3"></td><td rowspan="3"></td></tr>
<tr><td rowspan="2">MID</td><td rowspan="2">IE</td></tr>
<tr><td>ESE</td><td>CIE</td><td>ESE</td></tr>
<tr><td>1</td><td>CDGD0601</td><td>Sketching</td><td>1</td><td>0</td><td>4</td><td>3</td><td>5</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>2</td><td>CDGD0602</td><td>Script Writing</td><td>2</td><td>0</td><td>2</td><td>3</td><td>4</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>3</td><td>CDGD0603</td><td>Storyboarding & Cinematography</td><td>2</td><td>0</td><td>6</td><td>5</td><td>8</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>4</td><td>CDGD0604</td><td>Graphic Software Study-VII (After Effects)</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>5</td><td>CDGD0605</td><td>Graphic Software Study-VIII (Premier Pro)</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>6</td><td>CDGD0606</td><td>Design management</td><td>2</td><td>0</td><td>2</td><td>3</td><td>4</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>7</td><td>CDGD0607</td><td>Elective-IV (Eco-Friendly Project-Apps)</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
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<tr><td>9</td><td>CDGD0609</td><td>Internship-III</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td colspan="3">TOTAL</td><td>11</td><td>00</td><td>24</td><td>23</td><td>35</td><td>00</td><td>00</td><td>540</td><td>360</td><td>00</td><td>1100</td></tr>
</table>

Subject: **Sketching**								
Program: **B.Des**				Subject Code: **CDGD0601**			Semester: **VI**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
01	00	04	03	-	40	60	-	100

COURSE OBJECTIVES
- To establish the relationship between visual events (points at which objects intersect each other) use the principle of triangulation.
- Obvious examples of triangulation can be seen in the technique of map making.
- A combination of triangulation and measurement (with the pencil held vertically and at a constant distance from the eye) will enable cross-checking of the exact position of visual events.
- The recognition of the character, or characteristic form, of different triangles can easily be cultivated.

COURSE   CONTENT
- History of Modern Painting of Europe
- Folk Visual Art
- Copy from Indian miniature
- Batik / Tie & dye
- Study of any Artist

Reference Books:
- Batik and tie dye techniques Book by Nancy Belfer
-Anatomy and Drawing by Victor Perard

Subject: **Script Writing**								
Program: **B.Des**				Subject Code: **CDGD0602**			Semester: **VI**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	00	02	03	-	40	60	-	100

COURSE OBJECTIVES
- To introduce students to the skills and knowledge in a range of writing and editing techniques required of the professional writer of short scripts for screen and live performance and to critically engage with concepts and processes of script writing.

- Communicate ideas clearly in scripts.

COURSE CONTENT
- The Craft and Technique of Scriptwriting
- Process and Creativity in Scriptwriting
- Radio Drama
- Options – Continuing Series, Comedy or Horror / Fantasy
- Project

Reference Books:
- Screenplay Book by Syd Field
- Film scriptwriting Book by Dwight V. Swain

Subject: **Storyboarding & Cinematography**								
Program: **B.Des**			Subject Code: **CDGD0603**			Semester: **VI**		
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
02	00	06	05	-	40	60	-	100

COURSE OBJECTIVES
- It introduces the necessary tasks in the storytelling phase of an animation project.
- Students will learn how to develop and design visual storyboards and how to sell their storyboard ideas.
- Students will learn how to draw storyboards for a script, and how to visually tell a story in the clearest possible way.
- Students will learn about story beats, how to break down a script and how to choose the right shots and camera angles.
- Students will learn what gesture drawing is and what it isn't; and how to draw dynamic characters

COURSE   CONTENT
- Brief introduction
- Scene Matching Using Camera Positions
- Short Story into a Storyboard
- Camera Angles
- Final Project

Reference Books:
- Paper Dreams: The Art & Artists of Disney Storyboards Book by John Canemaker
-The Storyboard Artist Book by Giuseppe

Subject: **Graphic Software Study-VII (After Effects)**									
Program: **B.Des**				Subject Code: **CDGD0604**			Semester: **VI**		
Teaching Scheme				**Examination Evaluation Scheme**					
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**	
01	00	02	02	-	40	60	-	100	

COURSE OBJECTIVES
- Students will learn how to create, manipulate, and optimize motion graphics for film, video, DVD, the web, and mobile devices.
- Gain hands-on experience animating text and images, customizing a wide range of effects, tracking and syncing content, rotoscoping, removing unwanted objects, and correcting color.

COURSE CONTENT
- An Introduction to Adobe After Effects
- Getting Started in After Effects
- Working with Text in After Effects
- Shape Layers
- Further Exploring Animation

Reference Books:
-

Subject: **Graphic Software Study-VIII (Premier Pro)**									
Program: **B.Des**				Subject Code: **CDGD0605**			Semester: **VI**		
Teaching Scheme				**Examination Evaluation Scheme**					
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**	
01	00	02	02	-	40	60	-	100	

COURSE OBJECTIVES
- Module will describe what Adobe Premiere Pro is and how it can help you with your video making needs.
- Demonstrate installing, setting up, and working with media in Adobe Premiere.
- Demonstrate organizing content and creating sequences. Demonstrate working with the source monitor.

COURSE CONTENT

- Premiere Pro Basics
- Training Essentials of Video Editing
- Working with Clips and Markers
- Transitions
- Multicamera Editing

Reference Books:
-

Subject: **Design management**								
Program: **B.Des**				Subject Code: **CDGD0606**			Semester: **VI**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lectur e	**Tutoria l**	**Pra ctic al**	**Credit s**	**University Theory Examinati on**	**University Practical Examinati on**	**Continuo us Internal Evaluatio n (CIE)- Theory**	**Continuou s Internal Evaluation (CIE)- Practical**	**Tota l**
02	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Modules explain the fundamentals of design management.
- Analyze design field and history.
- Compare the relations between design and business performance.
- Evaluate the value of design.
- Distinguishes the relations between design and marketing questions the concepts of design and innovation.
- Examines the interaction of design by strategic decisions.

COURSE   CONTENT
- Basics of design and management, and design-based research
- Cognitive neuroscience, social behaviour, multi-sensory processes, and designing strategies
- Behavioural economics, neuro-marketing, aesthetic appreciation, and experience-based design
- Project management, design audit to service and systems design
- Creative strategic leadership, and design of contextually effective strategies

Reference Books:
- The Fundamentals of Design Management Book by Kathryn
- Change by Design Book by Tim Brown

Subject: **Elective-IV (Eco-Friendly Project-Apps)**		
Program: **B.Des**	Subject Code: **CDGD0507**	Semester: **VII**
Teaching Scheme	**Examination Evaluation Scheme**	

Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
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COURSE CONTENT
-

Reference Books:
-

Subject: **Project-IV**		
Program: **B.Des**	Subject Code: **CDGD0608**	Semester: **VI**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
01	00	04	03	-	40	60	-	100

COURSE OBJECTIVES
- Demonstrate ability to identify, analyze, and solve graphic design problems.
- Demonstrate mastery of design tools, techniques, and concepts in graphic design.
- Demonstrate an understanding of the aesthetics of form development and of the history and current state of design.

COURSE CONTENT
- Every semester, the project will alter based on the overall course assessment.
- The final result will be a mash-up of all of the topics we've covered thus far.

Reference Books:
-

Subject: **Internship-III**		
Program: **B.Des**	Subject Code: **CDGD0609**	Semester: **VI**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-	Continuous Internal Evaluation (CIE)-Practical	Total

						Theory		
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- The main objective of an internship is to expose students to a Design job and a profession or industry.
- Students might have an idea about what a job is like, you won't know until you actually perform it if it's what you thought it was, if you have the training and skills to do it and if it's something you like.

COURSE CONTENT
- Create and design print and digital materials.
- Adhere to brand guidelines and complete projects according to deadline.
- Retouch and manipulate images.
- Use graphic design software and work with a wide variety of media.
- Collaborate with the Creative Director and Graphic Design Manager to develop design concepts.
- Receive feedback from the Creative Director and Graphic Design Manager and make necessary changes.
- Assemble final presentation material for printing as needed

Reference Books:
-

INDUS DESIGN SCHOOL

GRAPHIC DESIGN_Semester VII

<table>
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TEACHING & EXAMINATION SCHEME</td></tr>
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<tr><td colspan="2">CIE</td><td rowspan="2"></td><td rowspan="2"></td><td rowspan="2"></td></tr>
<tr><td>MID</td><td>IE</td><td>ESE</td><td>CIE</td><td>ESE</td></tr>
<tr><td>1</td><td>CDGD0701</td><td>Principal & Type of Animation</td><td>1</td><td>0</td><td>4</td><td>8</td><td>12</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>2</td><td>CDGD0702</td><td>Character Design</td><td>2</td><td>0</td><td>2</td><td>7</td><td>11</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>3</td><td>CDGD0703</td><td>Graphic Software Study-IX (Animate)</td><td>2</td><td>0</td><td>6</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>4</td><td>CDGD0704</td><td>Graphic Software Study-X (maya)</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>5</td><td>CDGD0705</td><td>Elective-V (Film-Making)</td><td>1</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td>6</td><td>CDGD0706</td><td>Project-V</td><td>2</td><td>0</td><td>2</td><td>2</td><td>3</td><td>00</td><td>00</td><td>60</td><td>40</td><td>00</td><td>100</td></tr>
<tr><td colspan="3">TOTAL</td><td>9</td><td>00</td><td>18</td><td>23</td><td>35</td><td>00</td><td>00</td><td>360</td><td>240</td><td>00</td><td>600</td></tr>
</table>

Subject: **Principal & Type of Animation**								
Program: **B.Des**				Subject Code: **CDGD0701**			Semester: **VII**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
04	00	08	08	-	40	60	-	100

COURSE OBJECTIVES
- The objective of this module is to teach the students the fundamentals of Animation. They will get to learn all the principles which will help them to learn and understand how actual animation works.
- If they do not have these fundamentals, they will be unable to achieve realistic animation.

COURSE   CONTENT
- Timing and Spacing & Squash and Stretch
- Anticipation & Ease In and Ease Out
- Follow Through and Overlapping Action & Arcs
- Exaggeration, Solid Drawing, Appeal & Straight Ahead Action and Pose to Pose
- Secondary Action and Staging

Reference Books:
- The Animator's Survival Kit Book by Richard Williamsr
- Animation Development From Pitch to Production by David B. Levy David B. Levy

Subject: **Character Design**								
Program: **B.Des**				Subject Code: **CDGD0702**			Semester: **VII**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-Theory**	**Continuous Internal Evaluation (CIE)-Practical**	**Total**
03	00	08	07	-	40	60	-	100

COURSE OBJECTIVES
- Students will develop an understanding of character design through the creation of weekly exercises and a course-long 3D project.
- The course will be delivered in the form of studio projects, individual and class critiques, lectures, discussions, workshops and readings.

COURSE CONTENT
- Creating Volume and a Solid Foundation
- Finding the Character Through Gesture
- Design and the Language of Shapes
- Balance in Design
- Tonal Focus

Reference Books:
- Creative Character Design Book by Bryan Tillman
- Cartooning: The Ultimate Character Design Book by Christopher Hart

Subject: **Graphic Software Study-IX (Animate)**								
Program: **B.Des**				Subject Code: **CDGD0703**			Semester: **VII**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)- Theory**	**Continuous Internal Evaluation (CIE)- Practical**	**Total**
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Animate provides several ways to create animation and special effects.
- Each method provides you with different possibilities for creating engaging animated content.
- Use motion tweens to set properties for an object, such as position and alpha transparency in one frame and again in another frame.

COURSE   CONTENT
- New composition, Elements and Basic Text
- Import bitmap and vector images
- Edit the properties of an element
- Add keyframes to a composition to animate an element
- Publishing a composition

Reference Books:
-

Subject: **Graphic Software Study-X (maya)**								
Program: **B.Des**				Subject Code: **CDGD0704**			Semester: **VII**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lecture	**Tutorial**	**Practical**	**Credits**	**University Theory Examination**	**University Practical Examination**	**Continuous Internal Evaluation (CIE)-**	**Continuous Internal Evaluation (CIE)- Practical**	**Total**

						Theory		
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
- Ability to create, combine and alter refined 3D models.
- Ability to apply material, set up a lights and render your scene into JPG or Photoshop image format.
- Extend Maya capabilities using scripts.
- Prepare your 3D Model for use in other software or for printing.

COURSE CONTENT
- 3 Dimensional Introduction
- Understanding Cameras & Basic Modeling
- Lighting
- Surfacing & Rigging
- Rendering & Animation

Reference Books:
-

Subject: **Elective-V (Film-Making)**								
Program: **B.Des**				Subject Code: **CDGD0705**			Semester: **VII**	
Teaching Scheme				**Examination Evaluation Scheme**				
Lectur e	Tutoria l	Pra ctic al	Credit s	University Theory Examinati on	University Practical Examinati on	Continuo us Internal Evaluatio n (CIE)- Theory	Continuou s Internal Evaluation (CIE)- Practical	Tota l
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
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COURSE CONTENT
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Reference Books:
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Subject: **Project-V**		
Program: **B.Des**	Subject Code: **CDGD0708**	Semester: **VII**
Teaching Scheme	**Examination Evaluation Scheme**	

Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
● Demonstrate ability to identify, analyze, and solve graphic design problems.
● Demonstrate mastery of design tools, techniques, and concepts in graphic design.
● Demonstrate an understanding of the aesthetics of form development and of the history and current state of design.

COURSE CONTENT
● Every semester, the project will alter based on the overall course assessment.
● The final result will be a mash-up of all of the topics we've covered thus far.

Reference Books:
-

Subject: **Internship-III**		
Program: **B.Des**	Subject Code: **CDGD0609**	Semester: **VI**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
01	00	02	02	-	40	60	-	100

COURSE OBJECTIVES
● The main objective of an internship is to expose students to a Design job and a profession or industry.
● Students might have an idea about what a job is like, you won't know until you actually perform it if it's what you thought it was, if you have the training and skills to do it and if it's something you like.

COURSE CONTENT
● Create and design print and digital materials.
● Adhere to brand guidelines and complete projects according to deadline.
● Retouch and manipulate images.
● Use graphic design software and work with a wide variety of media.
● Collaborate with the Creative Director and Graphic Design Manager to develop design concepts.
● Receive feedback from the Creative Director and Graphic Design Manager and make necessary changes.
● Assemble final presentation material for printing as needed

Reference Books:

GRAPHIC DESIGN_Semester VIII

SR NO	CODE	SUBJECTS	TEACHING SCHEME			CREDITS	HOURS	EXAMINATION SCHEME					
								THEORY			PRACT		
								CIE					TOTAL
			L	T	P			MID	IE	ESE	CIE	ESE	
1	CDGD0801	Graduation Project	9	0	26	22	35	00	00	60	40	00	100
TOTAL			9	00	18	23	35	00	00	360	240	00	600

**BACHELOR OF DESIGN
TEACHING & EXAMINATION SCHEME**

Subject: **Principal & Type of Animation**		
Program: **B.Des**	Subject Code: **CDGD0801**	Semester: **VIII**

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
09	00	26	22	-	40	60	-	100

COURSE OBJECTIVES
- Demonstrate understanding of design principles by applying design theory and process from an artistic perspective.
- Apply critical thinking to create, organize, and evaluate a graphic/information design portfolio and be able to use design vocabulary appropriately and accurately.
- Apply creative problem solving and technical skills in the creation of effective design solutions for print.

COURSE   CONTENT
- Exhibit an advanced understanding of the relationship between visual form and content.
- Create a self-promotional Visual Identity as a graphic design professional.
- Develop a personal portfolio of work on a professional level of quality.
- Demonstrate proficiency in communication, presentation, and business skills
- Demonstrate ability to form and defend value judgments about graphic design

Reference Books: